

To: Morris, Jim (1340), Scott, Theresa, Schwalm, S, Miskewycz, Ihor, McCleary, Neal, Majer, Stefan(Steve), Keeney, David, Johnson, Jeannine, Evanchik, A E.  
From: DDA:MSMAIL=rjrws/rjrpo4/martinp1; O=rjrem; P=wsx400; A=rjr; C=us  
Posted: 4/30/96 14:41  
Opened: 6/11/96 14:41  
Subject: A PLUS/SUNOCO SPRING PROMOTION

As outlined in Jim Morris' February 26, 1996, letter the above promotion was to be presented on a local level.

We want to determine whether this is going to be the best opportunity for RJR in future 1996 promotions or whether we want to pursue a totally different route.

Please E-mail to me your response to include date called on, each divisions accomplishments and dates of promotions. Please carbon copy Jim Morris on this letter.

I would also like an update on the Doral Menthol Box Introduction that was to be presented in the same manner.

We are still in continued negotiations on a '96 Retail Merchandising Plan and hopefully this will be finalized by the end of May. Any suggestions you may have with each of your divisions please include in your response.

Sincerely,

Jim

J. M. Piscitelli

JMP/pm

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